

Ed Couchman Joins Netflix From Spotify as UK Ad Sales Lead

Netflix brought in Ed Couchman to lead its U.K. ad sales team. He joins the streaming service from Spotify, where he was head of advertising sales, U.K. and Europe.

At Netflix, Couchman will report to Damien Bernet, vice president of EMEA (Europe, Middle East, and Africa) advertising.

He is the latest ad sales executive to depart the music service in recent weeks. Lee Brown, who was Spotify's global head of advertising, left to join DoorDash, where he will be chief revenue officer.

Prior to Spotify, Couchman was regional general manager for DACH (Germany, Austria, and Switzerland) and the U.K. at Snap Inc. He has also held roles at Meta and the U.K.'s Channel 4 television network.

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